

PROPERTY PLANNING COMMON ELEMENTS

COMPONENTS OF MASTER PLANS

RECREATION ACTIVITIES AND THEIR MANAGEMENT

Geocaching

Desired Experiences and Site Selection Considerations

This activity involves placing caches—typically small waterproof boxes—on properties open to the public to test participants' geo-locating abilities. The latitude-longitude of the caches is known to participants, usually through a posting on a website. Caches are often placed in remote locations and those who located the cache record their name and date in a log book inside the cache.

This activity provides excellent health benefits by encouraging participants to get outdoors pursuing a fun, challenging, and often strenuous activity. In addition, this activity has educational value in allowing participants to practice geo-locating using a variety of techniques.

Caches are only to be placed at a property with the approval of the property manager. Depending on the popularity of the cache, impacts from trampling can occur and as a result the placement of caches should avoid sensitive areas. Caches are typically left at a location for a limited number of months or years.

This activity typically does not impact other types of outdoor recreation and does not generate many complaints from other outdoor recreation participants.

Notable Differences in Participation or Opportunities Across the State

Geocaching is more popular in areas of higher populations in the state. The Madison, Milwaukee, and Fox Valley metro areas tend to have more participants and geocache locations.

Notable Times of the Year of High or Low Participation

There is generally higher activity in the spring and fall and little to no activity in the winter.

Participation

Participation Rate and Frequency

Based on a 2016 survey of Wisconsin residents conducted for the development of the Statewide Comprehensive Outdoor Recreation Plan (SCORP), it is estimated that 10% of adult Wisconsin residents participate in geocaching, which ranked #52 out of 64 activities evaluated.

Days/year	% of People Geocaching
1 to 2	57
3 to 9	24
10 to 29	10
30 or more	9
Total	100%



In terms of frequency, participants that engaged in geocaching did so less often than participants in other activities (it ranked #57 in frequency out of 64 activities evaluated).

Estimated Trends

Information about the future trends of geocaching is difficult to find and it will likely be dependent on the future of the app technology. In 2016, a new free application was launched to make it easy to view and find geocaches from cellular devices. This application may boost geocaching participation.

Demographics

As can be seen from the SCORP survey results in the table below, participants in geocaching in Wisconsin tend to be younger age groups and evenly split by gender and residence.

Demographic Category	Demographic Group	% Participation Rate Within Demographic Category	% Composition of Demographic Category (sums to 100%)
Age	18-29	19	39
	30-39	12	22
	40-49	12	17
	50-59	7	13
	60-69	5	8
	70 and older	1	1
	Total	--	100
Gender	Female	10	49
	Male	10	51
	Total	--	100
Residence	Rural	10	50
	Urban	9	50
	Total	--	100